

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
7 July 2005 (07.07.2005)

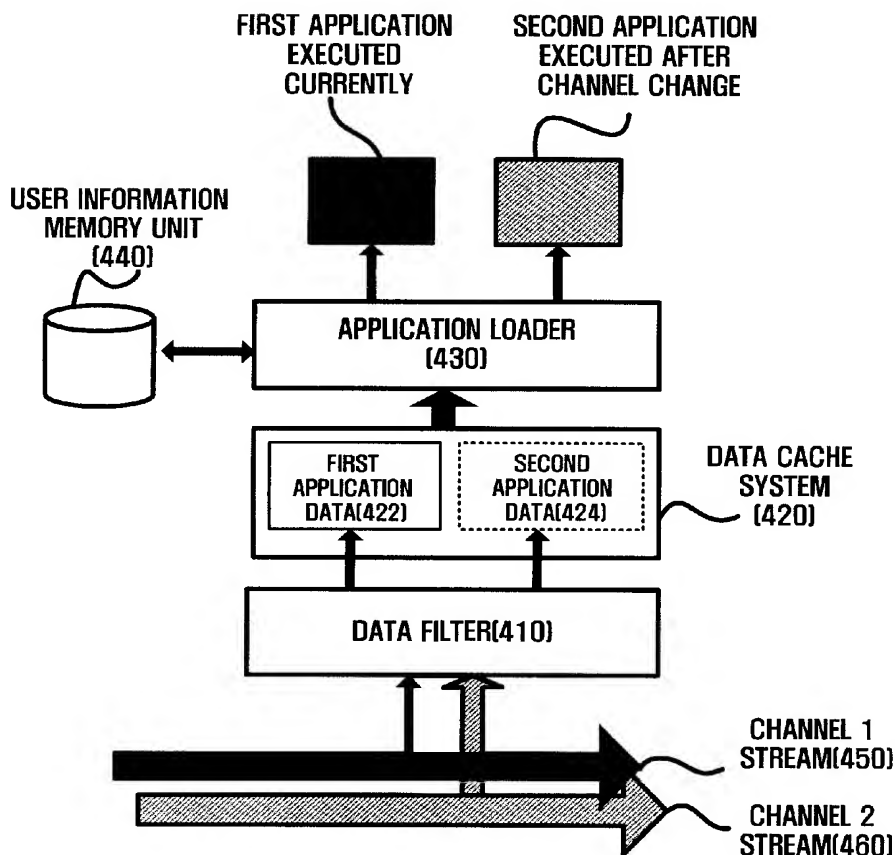
PCT

(10) International Publication Number
WO 2005/062606 A1

- (51) International Patent Classification⁷: **H04N 5/44**
- (21) International Application Number:
PCT/KR2004/001018
- (22) International Filing Date: 1 May 2004 (01.05.2004)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
10-2003-0095630
23 December 2003 (23.12.2003) KR
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- (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.
- (84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM,

[Continued on next page]

(54) Title: APPARATUS AND METHOD FOR EXECUTING BROADCAST APPLICATION



(57) Abstract: An apparatus and method for executing a broadcast application are provided. The apparatus includes a data filter which extracts broadcast application data for executing a broadcast application that is provided by a broadcast stream of a predetermined broadcast channel among channels that are not being watched by a user, a data storage unit which stores the extracted broadcast application data, and an application execution unit which fetches the broadcast application data from the data storage unit in response to an application execution command input by the user after the user's selection of the predetermined broadcast channel and executes the broadcast application using the fetched broadcast application data.



ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

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Published:

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